Email Marketing 2.0 Made Easy

Section 1: Email Marketing Basics

Chapter 1: What Email Marketing is all about and why should you definitely use it

- What is Email Marketing?
- Why is email marketing so awesome?
  - It's direct
  - It's economic
  - Allows you to have a database
  - Demands little time nor effort
  - It's measurable
  - Allows monitoring and analysis
  - Allows testing
- Shocking Email Marketing Facts to consider
  - The number of e-mail users worldwide is forecasted to rise to 2.9 billion users by 2019
  - The number of e-mail users in the US is projected to grow to 244,5 million by the end of 2017. That number is forecasted to grow to 254,7 million by 2020
  - Most people are email addicts. Nine out of ten (91%) of e-mail users check their email inbox at least once a day. Seven out of ten (72%) check it at least six times a day
  - Gmail has over one billion active users as of February 2016
  - Consumers have an average of 1.8 accounts per user, and US business users have an average of 1.2 accounts per user as of 2016
  - Subject lines still matter. Nearly half (47%) of e-mail recipients choose whether to open e-mails based on the subject line
  - Consumer email accounts make up the majority of US email accounts in 2016, representing 79% of US mailboxes
  - Segmented email campaigns have an open rate that is 14.32% higher than non-segmented campaigns
  - The open rate for e-mails with a personalized message was 18.8%, as compared to 13.1% without any personalization in 2016
  - Your e-mail subscribers spend more than other customers. 83% percent more, in fact. The lesson? Get your customers subscribed to your email list!
  - According to August 2016 data from the ecommerce website personalization provider Barilliance, the best retargeting conversion rate happens when the first retargeting email is sent within an hour
  - More than 86% of businesses surveyed indicate that they plan to increase their upcoming email marketing budgets
  - E-mails give you one-on-one access. The average American has 3 e-mail accounts. Even so, 78% of people receive most of their marketing e-mails directly into their primary personal email account
  - Email turns coal into diamonds. For every dollar invested in email marketing, the average return is over $40 ($44,25, to be precise)

Chapter 2: Automating your Email Marketing Efforts

- Why automate your campaigns?
- How can email marketing automation improve your business?
  - You can segment customers according to their actions
  - You can optimize resources
  - You can create different campaigns and activate them at the same time
  - You can get more high quality customers
  - The conversion can be analyzed
  - Automated management helps improve the productivity of your business
- Email marketing automation tools, their features and benefits
  - AWeber.com
  - GetResponse.com
  - MailChimp.com
  - ActiveCampaign.com
  - VerticalResponse.com

Chapter 3: "Regular" vs "Self-Hosted" Email Marketing

- Regular Email Marketing
  - Benefits
    - You can start sending messages right away
    - Technical configuration is not required
    - There are no maintenance costs
    - The delivery is great
    - The speed of delivery is incredible
  - Drawbacks
    - It can be terminated for complaints
    - You must accept its rules
    - The costs increases according to the size of the list
    - You must do double opt-in
    - Many services have limitations on importing subscribers
  - Examples
    - AWeber.com
    - GetResponse.com
    - MailChimp.com
- Self-Hosted Email Marketing
  - Benefits
    - Its cost is low
    - You can create unlimited lists
    - Generates very good reports
    - Emails can be imported in a very simple way
    - Speed depends on your host
    - You have total control of your data
  - Drawbacks
    - It's important to hire a professional in some cases.
    - Requires installation of software and configuration
    - Blacklists should be checked frequently
  - Examples
    - SendBlaster.com
    - Interspire Email Marketer
    - Sendy.co
    - MailZingo.com

Section 2: Setting things up

Chapter 4: The 5 Cornerstones of a Successful Email Marketing Campaign

1. Researching a hot online topic
2. Creating an attractive Lead Magnet
3. Set up a high converting squeeze page
   - Select your social squeeze page's topic
   - Build Your Social Squeeze Page
   - Promote your Social Squeeze page
4. Set up a persuasive autoresponder series
5. Send the right type of traffic to your squeeze page
   - Be sure that your offer matches the medium
   - Reduce form fields

Chapter 5: Setting things up before creating your first Email Marketing Campaign

- Facebook.com
- Reddit.com
- Pinterest.com
- Google Trends
- MailZingo.com
- AWeber.com

Section 3: Creating an EM Campaign – Step by Step

Chapter 6: Researching a hot online topic

- On Facebook
- On Pinterest
- On reddit
- On Google Trends

Chapter 7: Creating an attractive Lead Magnet

- What is a lead magnet?
- What are the most common types of lead magnets?
  - Guides and Reports
  - Cheat Sheets
  - Templates
  - Video Training
  - Discounts, Trial Periods and Software Downloads

Chapter 8: Setting up a high converting squeeze page

- Setting up a high converting squeeze page on MailZingo
- Setting up a high converting squeeze page on Aweber
- How can you insert your Squeeze page in your website or blog?

Chapter 9: Setting up a persuasive autoresponder series

- Choose the right email marketing software
- Choose a goal for your autoresponder series
  - The "Welcome" sequence
  - The Lead Magnet
  - Sales on autopilot
  - Up-sells and Cross-sells
- Segment your mailing lists
- Map out your email sequence
- How to set up a persuasive autoresponder series with MailZingo?
- How to set up a persuasive autoresponder series with Aweber?

Chapter 10: Sending the right type of traffic to your squeeze page

- Traffic from Social Media Engagement
- Traffic from "Solo Ads"
- Traffic from email marketing optimization

Section 4: Advanced Email Marketing Strategies

Chapter 11: Inbox delivery secrets exposed

1. Including Physical Mailing Address in Emails
2. Avoiding Purchased Email Lists
3. Requesting that Subscribers add your Email Address into their Safe List
4. Keeping Subscribers Engaged
5. Including Easily Accessible "Unsubscribe" Buttons
6. Respecting "unsubscribe" Requests
7. Using Recognizable "from" Names
8. Using Double opt-in
9. Leveraging Time of Delivery
10. Optimize for Mobile
11. Using Persuasive Subject Lines
12. Avoid Buzzwords
13. Adding personal touches
14. Offering Incentives to Recipients
15. Creating a Sense of Urgency for the Recipient
16. Removing Negative Connotations
17. Emailing Relevant Content
18. Sending Appropriately Timed Emails
19. Segmenting your Email Lists
20. Avoiding Keywords Which Trigger Email as Spam

Chapter 12: Proven Tricks for growing your Subscribers List Fast

- How to start growing your subscribers list
  - Create a high converting Website
  - Use Optin-forms
  - Use search engine optimization to grow your lists
  - Use social media and forwarding buttons in your emails
- Create amazing optin forms to grow your subscribers list
- Setting up an amazing optin form on MailZingo
- Setting up an amazing optin form on Aweber

Chapter 13: Writing Results Oriented Newsletters and Autoresponders

- Newsletters
  - Using a Self-Hosted Email Marketing Service to create a Newsletter
  - Using a Conventional Email Marketing Service to create a Newsletter
- Autoresponders
  - Using a Self-Hosted Email Marketing Service to create Autoresponder messages
  - Using a Conventional Email Marketing Service to create Autoresponder messages

Chapter 14: Simple little tricks to Doubling your Email Open Rates

- Use intriguing Subject Lines
- Personalizing your subject lines
- Resending unopened emails
- Use Break-Up emails

Chapter 15: Skyrocketing your Click Through Rates like a Pr

- Start by creating emails that are consistent with your brand and your website
- Don't forget to make your emails responsive
- Try to insert images in all of your emails
- Use Call to Action buttons

Chapter 16: How to dramatically increase your RO

- Grow your Email List
- Segment your list
- Keep your list clean
- Test email performance and track the results
- Make sure everything is mobile friendly
- Use Autoresponders
- Celebrate anniversaries
- Be as Nice as Possible
- Provide Value
- Offer useful content

Section 5: Additional Tips to consider

Chapter 17: Dos and Don'ts

- Dos
  - Segment your contact list
  - Plan and set specific goals
  - Use highly effective tools
  - Test as much as possible
  - Set a comfortable frequency of sending emails
  - Analyze your results
  - Split test your opt-in pages
  - Include an unsubscribe link
  - Think about mobile phones
  - Include the sender's data
- Don'ts
  - Don't buy contact lists
  - Don't send emails just to sell
  - Don't use a personal email account
  - Don't write a misleading email subject
  - Don't lose contact with subscribers
  - Don't create complicated forms
  - Don't break the rules of spam
  - Don't send generic emails
  - Don't send too much content in your emails
  - Don't stop trying

Chapter 18: Premium tools and Services to consider

- Instapage.com
- Unbounce.com
- Leadpages.net
- Landingi.com
- Wishpond.com
- Subjectline.com
- Phrasee.co
- Title-generator.com
- Iterable.com
- Email Studio - Salesforce Marketing Cloud

Chapter 19: Shocking Case Studies

- RicheMinds.com
- Only Influencers (OI)
- Click It Up A Notch
- Smart Business Revolution
- Jared Polin
- Shoe Zone
- Craghoppers
- Bags ETC
- Mango Bikes
- WeDo Technologies

Chapter 20: Frequently Asked Questions

- Is email marketing effective?
- How do I grow my email marketing list?
- How often should I send email to my subscribers?
- What is the best day and time to send my emails?
- Should I segment my email lists?
- Are there any rules to email marketing?
- What metrics should I track?
- How do I make sure my emails don't end up in the spam folder?
- How do I know if one subject line will perform better than another?
- How do I write a great call to action?